

Planet Green Recycling

Presentation to Utah County Commission
13 January 2015



Agenda

- Background
- Leadership Team
- Why Recycle
- Single Stream Recycling
- Momentum Recycling
- The Niche
- The Proposal
- The Competition
- Marketing
- The Future of Recycling

Background

- Richard A. Guernsey and Sons, LLC – Formed January 2014
 - 2-Fold Purpose
 - To bring products/services to market that are not currently available, or
 - To provide a product or service much better than it is currently being provided

“Any venture that we pursue will be undertaken with the specific purpose in mind to either bring a needed product or service to market that is not currently available, or, to provide that product or service exponentially better than it is currently being provided by the competition in that market.

- Planet Green Recycling is our first business venture after the formation of the parent company.



Leadership Team



Richard A. Guernsey, President

- Retired Naval Officer
- Iraqi War Veteran
- MBA, Brigham Young University
- Logistics Manager at Veterans Administration
- Many prior business ventures
- Volunteer lead facilitator for emergency response exercises



Jordan K. Guernsey

- Owner, Mo...
- leading 3PL
- Started bus...
- Grew to #7
- High deman...
- Consultant
- Turnaround



Justin A. Guernsey, Vice President

- Pharmacy Manager/District Trainer at Target
- AS, Utah Valley University
- Pharm D, University of Southern Nevada



Randall R. Guernsey

- Owner, Sup...
- Private Pilo...
- University
- Business M...
- of Utah
- Key Manag...

Why Recycle?

- Five Good Reasons

1 – It's Easy & Reduces Waste in Landfills

2 – It Saves Money

3 – It Creates Jobs

4 – It Saves Energy

5 – It Preserves Natural Resources

Single Stream Recycling

- Single stream recycling means different things to different people
- Our definition...
 - “A system in which all paper, cardboard, plastic, metal and glass containers are deposited for collection in a single bin, and thereafter sorted into the separate materials processing facilities” (MRFs) in the state
- There are currently no processing facilities that can do single stream recycling.
- We predict that the capability is about five years out.



Momentum Recycling

- Pioneer in glass recycling industry in the State of Utah
- Provides curbside glass recycling service in the Salt Lake Valley
- Four Objectives
 - Collections
 - Education
 - Promotion
 - Glass Processing
- We will be partnering with Momentum Recycling for curbside glass collections in Pleasant Grove and Utah County



The Niche

- Now that glass recycling is an economic possibility in Utah (thanks to Momentum) but single stream recycling is not there yet, we are proposing a curbside pickup service in the meantime specifically for glass, that is collected in a separate, smaller bin with pickups scheduled on separate days.
- The recycling movement in Utah is about ten years behind other established communities. The ability to process fully commingled recyclables is about five years out.
- Single stream recycling is the ultimate goal.





The Competition

- There is currently no competition for this service In Utah County
- Momentum Recycling is the only business in the state that does curbside glass collection.
 - Momentum is our business partner. Not a competitor.
 - Focus in Salt Lake Valley with no intention of expanding further south.
- This is not a big money maker. This coupled with limited infrastructure is what keeps the “big boys” from playing in this market.
- We predict that within a five-year period the infrastructure will be developed to the point that competition will then abound.



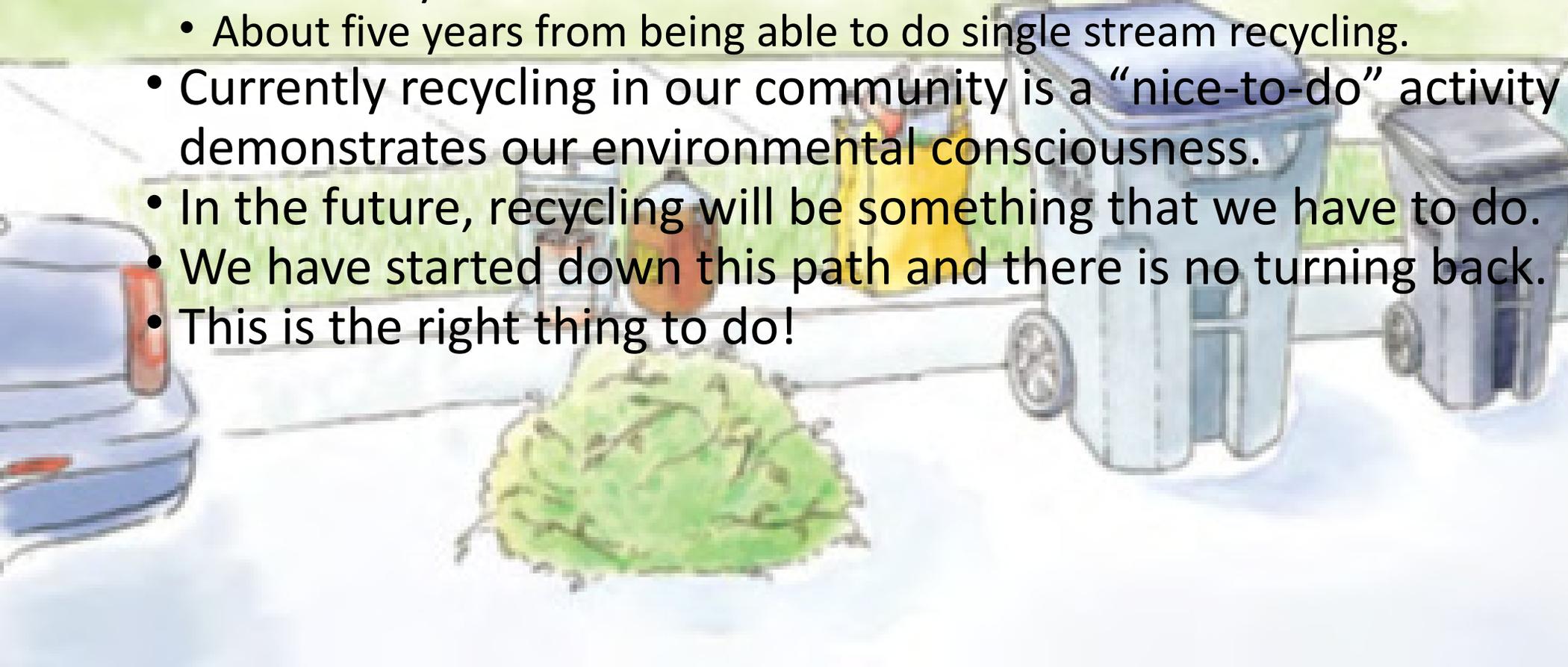
Marketing

- Marketing will be Coordinated through the City.
 - Inserts in monthly newsletter
 - Town Hall meetings
 - Door-to-door campaigns (Marketing Blitz)
- In a recent marketing blitz conducted by Salt Lake City, they were able to increase their curbside glass collections from 80 to 300 in a neighborhood.
- Momentum Recycling currently diverts more than 100 tons of glass each month from area landfills.



The Future of Recycling

- We have only begun to scratch the surface of recycling in Utah
 - About ten years behind well established communities.
 - About five years from being able to do single stream recycling.
- Currently recycling in our community is a “nice-to-do” activity demonstrates our environmental consciousness.
- In the future, recycling will be something that we have to do.
- We have started down this path and there is no turning back.
- This is the right thing to do!



Questions?



An illustration at the top of the page shows a blue car on the left, a recycling bin with a yellow lid in the center, and another recycling bin with a blue lid on the right. The background is a light green and white landscape.

Statement of Support

- We request a statement of support from the Utah County Commission similar to the following...

“The Utah County Commission recognizes the need to increase the recycling throughout our County. We applaud the initiative of Planet Green Recycling, other recycling contractors and encourage all municipalities within the County to adopt policies that will support comprehensive recycling efforts. We specifically appreciate the efforts of Planet Green Recycling to establish curbside collection of post-consumer glass and encourage all municipalities in the County to include recycling as part of their total recycling efforts. By doing so, we expect that hundreds of tons of recyclable glass that currently ends up in the county landfills can be diverted and reused, thus prolonging the life span of our landfills and saving taxpayers millions of dollars in the process.”